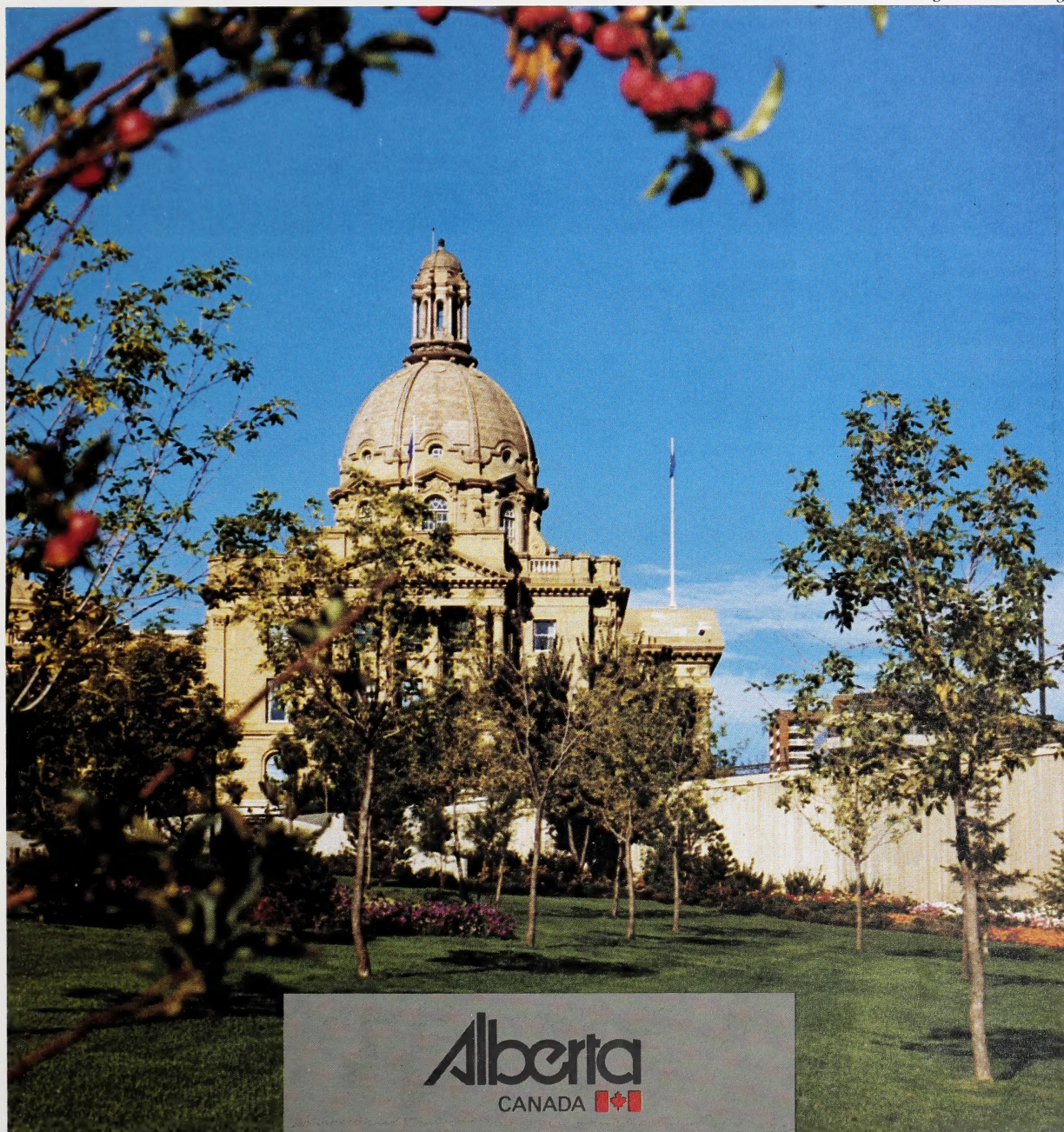


# ALBERTA

AUTUMN 1988

N • E • W • S

VOL. 1 NO. 2

*Provincial Legislature Building*

Alberta  
CANADA 



# EDMONTON



Edmonton's colourful history began in the late 1700's with fur traders settling along the banks of the North Saskatchewan River. In the 1800's, Fort Edmonton, which had been a fur trading centre, changed to an agricultural community. In 1892, Edmonton was incorporated as a town. In 1898, prospectors using the overland route to find the Klondike goldfields, stopped in Edmonton which had become a transportation and supply centre. Edmonton became a city in 1904 and was named the capital city for the new province of Alberta in 1905. In the 1920's and 1930's, bush pilots became famous as pioneers in the aviation industry and made Edmonton "The Gateway to the North". In 1947, oil was discovered at nearby Leduc. A new industrial era began which expanded Edmonton's economic base and

reinforced the city's role as a **major service centre**.

Today, Edmonton's service area extends from central and northern Alberta to the Northwest Territories, northern British Columbia and northwestern Saskatchewan. Edmonton is Alberta's major **oil, gas and natural resources** supply and services centre. With renewed interest from the private and public sectors in the development of Alberta's natural resource base, direct and indirect economic benefits will result. Orders for supplies and equipment, and professional and construction service contracts will offer numerous opportunities for both new and established entrepreneurs.

In the Fort McMurray area, several **oil sands** projects have announced major plans for **expansion**. A flow of jobs are expected from the

heavy-oil upgrader in Lloydminster. Additional **petrochemical** plants in and around Edmonton, new pipeline projects, **advanced technology** projects, and several large **pulp and paper** and coal mining operations, are viewed as welcome and **encouraging developments**. Both the size and number of projects underway, or in the planning stage, will add to Edmonton's prosperity.

Although difficulties in the energy and agriculture

sectors, and a worldwide economic recession, had a detrimental effect, Edmontonians are party to a **growing confidence**. Visitors and residents alike ensure the success of the innovative West Edmonton Mall, the world's largest indoor retail, hotel and entertainment complex. New businesses are being established throughout the city, but perhaps the most obvious sign of renewed hope is evident in the **construction activity** and rejuvenation of the downtown core. Major developers are adding

**ALBERTA NEWS** is published quarterly to provide information to our clients and colleagues. This edition will feature **The City of Edmonton**. The capital city of the Province of Alberta has been described in many ways. As "The City of Champions", it salutes remarkable athletic achievements by individuals and teams; as "The Festival City" it celebrates diversity, energy and innovation; and, as "The Gateway to the North", it acknowledges challenges of the past and the present.

If you have any comments or suggestions for content in future editions, or if you would like additional copies of this publication, please contact:

Ms. Bernice E. Braun  
Immigration and Settlement  
Alberta Career Development  
and Employment  
14th Floor, Park Square  
10001 Bellamy Hill  
Edmonton, Alberta  
T5J 3W5

Telephone: (403) 427-0537  
Telex: 037-3769  
Facsimile: (403) 422-0126

**Alberta**  
CAREER DEVELOPMENT  
AND EMPLOYMENT  
Immigration and Settlement



Modern office towers in the downtown core



office, hotel and retail space. As a result, the Edmonton skyline is changing and the city is regaining a positive perception of itself.

As well as being a good place for business, Edmonton offers a **quality life style**. Edmonton boasts the finest housing, currently at the lowest prices in Canada, excellent health care services and educational institutions, and varied recreational and cultural activities. The city has been declared a **Green Survival City** by the North American Association of Nurserymen. **Golf courses**, parks and picnic areas, swimming pools, tennis facilities, and hockey and curling rinks are available for use by the public. Live theatre, the ballet, opera and symphony, as well as art galleries and museums are among the **entertainment alternatives**. Whatever the season, Edmonton has proved it is one of the most **innovative and creative** of the so called "winter cities".

The **Festival City** is at its most creative during the summer season. During the Fringe, the Old Strathcona district is the site of a marvelous festival of **experimental theatre**, music and mime. Hundreds of performances are staged in schools, theatres, parks and on street corners. **Food** lovers enjoy the Taste of Edmonton when local restaurants set up kiosks in Sir Winston Churchill Square. Enthusiasts are able to browse leisurely, choosing an appetizer from one kiosk, a main course from another, and a dessert from a third. The Jazz City Festival and the Folk Music Festival bring together **international talent**. A visual arts



*Children enjoying the Fringe Festival*



*Recreation at West Edmonton Mall*

celebration, called The Works, is located in shopping malls, art galleries and parks in downtown Edmonton providing a showcase for **local artisans**. A variety of outdoor restaurants, the annual Heritage Festival, and the presence of **street performers** add to a special atmosphere in the city. Simply stated, Edmontonians take every opportunity to enjoy the beautifully **warm**, long days of summer!

For the **City of Champions**, 1915 marked the beginning of Edmonton's first sports dynasty. A group of young women who had recently

graduated from the McDougall Commercial High School convinced their former teacher J. Percy Page to become their basketball coach. The team travelled across Canada, the United States and Europe. They won the International Championship which was held in conjunction with the 1924 Paris Olympics and won the gold medal at the 1936 Berlin Olympics. For 16 years, until the team was disbanded in 1940, the **Edmonton Grads** were the World Champions of women's basketball.

The **Edmonton Oilers** of the National Hockey

League, led by the legendary Canadian hero Wayne Gretzky, won the Stanley Cup, the symbol of ice hockey supremacy, in 1984, 1985, 1987 and 1988.

The community-owned **Edmonton Eskimos** dominated the Canadian Football League in the 1970's by winning an unprecedented five Grey Cups between 1978 and 1982. Wins in 1986 and 1987 gave rise to hopes for a new **dynasty**.

Among the many individuals who have achieved excellence in sports and were born in, or have been adopted by, The City of Edmonton are: Susan Nattrass, six-time World Champion in **trap shooting**; Kurt Browning, the **figure skating** wizard who completed the first-ever quadruple jump at the 1988 World Figure Skating Championships; and, Betty Cole, who has dominated ladies golf in Alberta since the 1960's by winning innumerable city, provincial and Canadian ladies' **golf** tournaments.

Edmontonians take a great deal of pride in their city, its economic strength and future potential, its unique cultural diversity, and its sports heroes!



# FRONT COVER — A DESIGNER SHOWCASE



Front Cover is an eye-catching clothing shop in which designers display and sell their clothing and accessories. Located inside the Boardwalk Market in downtown Edmonton, the designers are a part of a unique marketing concept that Boardwalk Market Manager, Rod Turnbull borrowed from a similar festival market. "I got the idea from Queen's Quay in Toronto. When I returned to Edmonton, I started contacting designers and working on all the other details involved in the project. It took six weeks to opening day and now only a few weeks after opening, Front Cover has more than doubled its first month's expectations," says Turnbull. "Word has

travelled rapidly around downtown Edmonton," he says, "and we are very pleased about the response to these young designers."

The attractive glass and brass shop can hold up to 15 designers depending on the mix of clothing and accessories.

Depending on the situation, the designers will usually move on after three months and new designers will take their places. After exposure in Front Cover, it is hoped that designers will go to national design houses or open their own shops.

(Reprinted from the "Edmonton Report on Economic Development" Summer, 1988)



*Quality housing in Groat Estates*

## SERVICES



The Edmonton Economic Development Authority operates as a "one-stop shop" for economic and market information on Edmonton's trading area. Staff can provide general business, financial and marketing counselling. Publications are available which describe the

structure and performance of Edmonton's economy, including information on industry, natural resources, the labour force, demographics, and lifestyle.

More specific details may be obtained by contacting:

Edmonton Economic  
Development Authority  
9797 Jasper Avenue  
Edmonton Convention  
Centre  
Edmonton, Alberta  
T5J 1N9  
Telephone:  
(403) 424-7870  
Facsimile:  
(403) 426-0535  
Toll Free:  
1-800-661-6965  
(Canada and U.S.A.)

For information about tourist attractions and convention facilities in Edmonton, contact:

Edmonton Convention  
and Tourism Authority  
104, 9797 Jasper Avenue  
Edmonton Convention  
Centre  
Edmonton, Alberta  
T5J 1N9  
Telephone:  
(403) 426-4715  
Facsimile:  
(403) 425-5283



*The Boardwalk Market*





*A public park in the river valley*

## SR METAL ANNOUNCES NEW COATING

Recently, SR Metal Protection Ltd. announced the production of its new high quality Electroless Nickel Coating (ENC) based finish Impreglon 525. This finish combines ENC and Teflon to produce a coating suitable for hard wearing surfaces in hydraulic equipment, valves, air tools, compressors, rotating equipment, and pumps. The coating has extended the service life in some equipment by as much as 200 times.

A second finish ENC-Impreglon 515, as a stand-alone finish, is used to reduce corrosion and wear on metal surfaces of valve parts, and sliding and rotating equipment used in the petroleum, petrochemical, resource, manufacturing, and food processing industries.

Both processes also have potential in aerospace, forestry, and pulp and

paper industries. "These markets could add incremental sales of 20 percent to the business of SR in the next year," says Lew Mansell, marketing director.

"Our conventional fluoropolymer finishes are now suitable to handle parts up to 11 metres (36 feet) long. We have more than 20 coating systems available for our clients," Mansell says. The ENC expansion has taken more than a year to become operational.

SR Metal began operations in 1974. This product addition is the latest expansion of their specialty coatings business that now includes such firms as Tri Valve Service Ltd. and Tempo Industrial Machine Ltd.

(Reprinted from the "Edmonton Report on Economic Development" Summer, 1988)

## MINISTERIAL APPOINTMENT



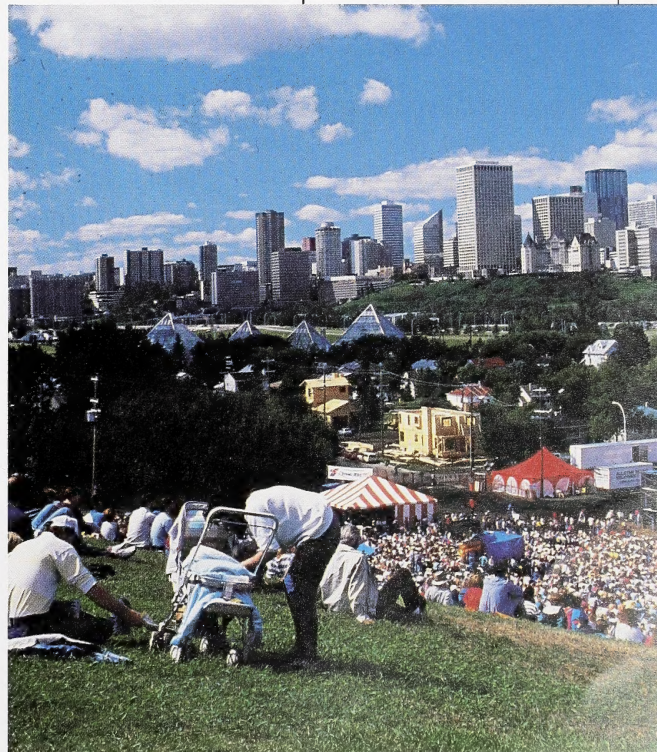
In the cabinet changes announced by Premier Don Getty on September 7, 1988, Kenneth R. Kowalski became the new Minister of Career Development and Employment, and the Minister Responsible for Lotteries.

Mr. Kowalski was elected to the Alberta Legislature November 21, 1979 as the MLA for the constituency of Barrhead. Prior to his new appointment, Mr. Kowalski was the Minister of the Environment and Minister, Alberta Public Safety. He has served on various committees, and as the Chairman of the Legislature's Heritage Savings Trust Fund Select Committee.



*The Hon. Ken Kowalski,  
Minister of Career Development  
and Employment*

Mr. Kowalski completed after degree training in education, and obtained a B.A. (History) and a M.A. (East Asian History) from the University of Alberta. He is married and has a son and daughter.



*The Folk Festival in Gallagher Park*



# BUSINESS IMMIGRATION



Alberta has a history of welcoming newcomers. The Business Immigration Program has enabled individuals with entrepreneurial ability and successful business experience to choose the province as the location for their business and residence.

The program has three categories...Investor, Entrepreneur and Self-Employed.

The **Investor** category is for the successful business person who wishes to immigrate to Canada and invest in an enterprise but does not wish to participate in its management. The individual will have accumulated a net worth of at least \$500,000 and

will be required to invest a minimum of \$250,000 for at least three years in a specific project or privately administered investment syndicate which has been designated by Alberta.

The **Entrepreneur** category is for the business person experienced in the management of a small-to-medium-sized enterprise. The entrepreneur will be required to make a substantial investment in a business venture, participate in its daily management, and create or maintain employment for Canadian citizens or permanent residents. The entrepreneur is expected to establish or participate in an "active" business which manufactures products, provides services or sells merchandise, rather than a "passive" business which simply imports goods or services, collects interest, dividends or rent, or involves the purchase of real estate for potential gain.

The **Self-Employed** category is for the successful business person who is able to establish an active business that will contribute in a positive way to the economic, cultural or artistic life of the community.

Prospective business immigrants are invited to visit Alberta to assess the viability of their proposed business venture and to see for themselves the many advantages which Alberta offers. With advance notice of such a visit, we will be pleased to meet with visitors and arrange an itinerary of meetings with appropriate business contacts.

Visitors to Edmonton who wish to discuss the **Business Immigration Program** may contact:

Ms. Viviane Hanson  
(Entrepreneur and Self-Employed Categories)  
or

Mr. Pat Shanahan  
(Investor Category)

Immigration and Settlement  
Alberta Career Development and Employment  
14th Floor, Park Square  
10001 Bellamy Hill  
Edmonton, Alberta  
T5J 3W5

Telephone:  
(403) 427-0537  
Telex: 037-3769  
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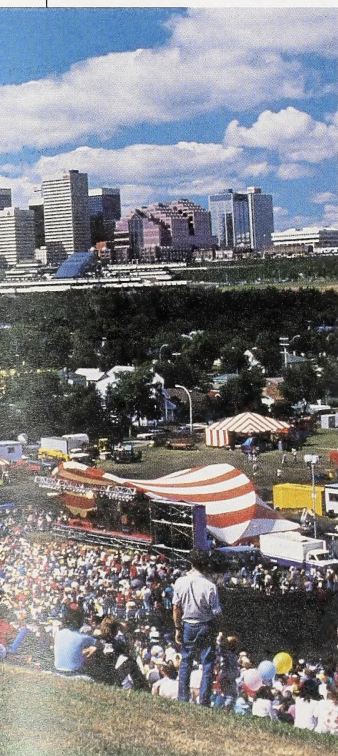
Enquirers in Southeast Asia who wish to obtain information about Alberta and the Business Immigration Program may contact:

Mr. Jack C. Lee  
Government of Alberta  
Rooms 1003-4, Tower II  
Admiralty Centre  
18 Harcourt Road  
Central, Hong Kong  
Telephone: 5-284729  
Telex: 802-61961 +  
Facsimile: 5-298115

## OTHER ALBERTA OPTIONS



Our next edition will focus on Alberta's rural areas, small towns, and mid-sized cities. We will highlight the business opportunities and lifestyle choices which are especially attractive for a special segment of the province's population.



## ALBERTA IN THE WORLD

Distances between Alberta and major cities of the world (in kilometres)

